

## ANSWER KEY

## NOTES

### Unit 1: IT/ITeS Industry

#### A. Multiple choice questions

1.a 2.c 3.c 4.a 5.c

#### B. State whether the following statements are True or False

1.T 2.F 3.F 4.T 5.T 6.T 7.T

#### C. Fill in the blanks

1.\$225,2020 2.four 3.KPO 4.BPO

#### D. Write the full form of the following acronyms

1. Information Technology
2. Information Technology enabled Services
3. Internet Service Protocol
4. Business Process Outsourcing
5. Business Process Management
6. Customer Relationship Management
7. Knowledge Process Outsourcing

### Unit 2: CRM Domestic Voice Representative Training

#### A. Multiple choice questions

1.a 2.c 3.a 4.a 5.c

### Unit 3: Outbound Calls: Interacting with Customer

#### A. Multiple choice questions

1.b 2.c 3.a 4.d 5.a 6.a

### Unit 4: Using CRM Application: FreeCRM

#### A. Multiple choice questions

1.c 2.c 3.d 4.a

### Unit 5: Work Management

#### A. Multiple choice questions

1.d 2.d 3.c 4.a

#### B. Match the columns

A.c B.d C.b D.e E.a

### Unit 6: Workplace Safety and Hazards

#### A. State whether the following statements are True or False

1.T 2.T 3.T 4.T 5.T 6.T 7.F 8.F 9.F  
10.F 11.T 12.T 13.T 14.F 15.T 16.T 17.F 18.T

#### B. Multiple choice questions

1.b and c 2.c 3.b 4.d 5.d 6.c

#### C. Match the columns

A.b B.c C.d D.e E.a

## GLOSSARY

**Abandoned after Threshold:** a key performance indicator (KPI) computing number of calls disconnected after waiting in queue beyond a previously established time threshold.

**Abandoned before Threshold:** a key performance indicator (KPI) measuring number of calls disconnected before reaching a previously established time threshold.

**Abandoned Call:** a phone call that has been received by a call center's communications switch, but is terminated by the caller before any conversation begins

**Abandonment Rate:** the percentage of callers who hang up before a Brand Specialist answers, or before they make a selection in an interactive voice response (IVR) unit. The inverse of answer rate.

**Activity Codes:** codes that indicate the state of a Brand Specialist that are usually initiated by the CSR.

**Adherence:** also known as compliance, adherence measures the ability of a CSR to stay committed to their schedule. Also used to measure the CSR's ability to adhere to a script, message, policy, practice or process as trained.

**After-call Work (ACW):** the CSR activity that directly follows a call, e-mail, chat, social media or SMS inquiry. ACW encompasses data-entry, activity codes, dispositions, form completion and post-call communication.

**Agent:** also known as a telephone/customer service representative (CSR). An agent handles customer interactions and contacts in the call center.

**Announcement:** a pre-recorded directive played to callers. May include pre-interactive voice response brand promotions, as an example.

**Answer Rate:** number of calls answered by CSRs in comparison to the number of calls offered.

**Answer Supervision:** the signal sent by the automatic call distributor (ACD) or other device to the local or long distance carrier to accept a call and begin applying long-distance charges, when applicable.

**Apps:** software applications for mobile devices that allow users to perform particular functions. Brands and e-commerce companies, for instance, provide apps to customers to facilitate purchases and service.

**Architecture:** the fundamental structure of a system. This establishes the working of all the components necessary to the system and how they are integrated.

**Auto Available:** system configuration to ensure CSRs are automatically made available after wrapping up a call and disconnecting.

**Auto Wrap-up:** directly related to auto available, auto wrap-up conversely puts a Brand Specialist into after-call work as opposed to available. are required to put themselves back into available states promptly after completing after-call work.

## NOTES

**Automated Attendant:** a telephone processing system that offers callers a recorded menu of choices designed to direct their call to the desired party. For instance, a recording will direct the caller to press one for customer service, press two to place an order and then connect them to the party they have chosen. See interactive voice response.

**Automatic Call Distributor (ACD):** a specialised phone system used for handling incoming calls. The ACD recognises an incoming call and scans for predetermined identifying information. This information is cross-referenced against a database of call routing instructions and distributes the call accordingly.

**Available State:** describes a CSR's status while signed into the automatic call distribution (ACD) system and ready to take a call.

**Available Time:** status in which a CSR is able to take calls.

**Average After-call Work Time (AWT):** also known as not-ready time, this is the average amount of time CSR work on customer accounts after ending a call, thus being unavailable to answer another call.

**Average Call Value:** total revenue divided by total number of calls for a given period of time.

**Average Contacts Per Hour:** the number of contacts that a CSR handles divided by the number of hours the CSR works.

**Average Delay of Delayed Calls (DEADLY):** the average wait callers experience when awaiting connecting with a CSR.

**Average Delay to Abandon:** the average time callers wait before the call is abandoned.

**Average Delay to Answer:** metric used to calculate the average time a call remains in the queue until a CSR has picked it up. This is also called average speed of answer.

**Average Handle Time (AHT):** it shows the average time an operator spends in call-related activities, including a conversation, hold time, and any after-call activities and administration. It is calculated by using the following formula:

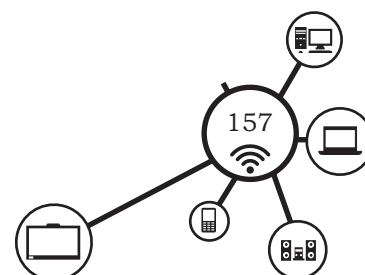
$$\frac{(\text{Talk Time} + \text{Hold Time} + \text{After Work})}{\text{Total number of handled calls}} = \text{ATH}$$

**Blockage:** a scenario in which phone lines or other communication channels are filled to capacity with in-progress and queued contacts, potentially causing additional inbound contacts to be blocked.

**Blocked Call:** a call that is unable to be completed because of a busy condition.

**Business Process Outsourcing (BPO):** it is a process that involves delegating a specific business process' operations and responsibilities to a third-party service provider, in order to optimise internal operational costs related to HR, technologies, knowledge base, etc. The main advantage of BPO is to increase company flexibility, as well as optimise cost- and time efficiency.

## GLOSSARY



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**Business-to-Business (B2B):** describes inbound and/or outbound contacts that are generally between businesses.

**Business-to-Consumer (B2C):** a term used to describe inbound and/or outbound contacts that are primarily between an enterprise and an individual consumer.

**Call Blending:** the method of organising the inbound/outbound flow of calls, as well as e-mails, chats and other interactions, to a set of CSRs. Contact blending can be accomplished manually or by means of automated systems that route the contacts to the CSRs within a specified skillset utilised to improve efficiency.

**Call-by-Call Routing:** in accordance with real-time conditions, call-by-call routing is the method of directing calls to the optimal destination. See percent allocation and network inter-flow.

**Call Center:** an operation combining human, technical and physical resources to field inbound and/or place outbound phone calls. Call centers support a number of different industries and functions, and often handle contacts via channels beyond the telephone, including e-mail, chat, social media and SMS. Call centers deploy technological solutions and operational processes to distribute contacts to teams of CSRs, often located in one or more locations.

**Call Closing:** the end of a call between a customer and agent, or CSR, which may include elements on the agent's part such as a thank you and a question of whether there is anything more they can do to assist.

**Calls Handled:** a variable in call center metrics that represents the volume of calls answered from the queue before being dropped.

**Calls in Queue:** a real-time report on the number of calls received by the automatic call distribution (ACD) system but not yet connected to a CSR.

**Chat:** like an instant message system, this allows any logged-in computer CSR and customer to have a written conversation online and in real-time.

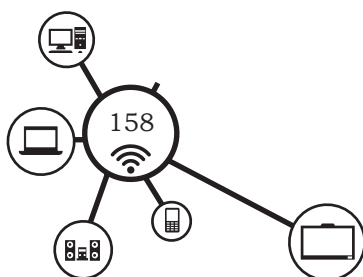
**Client and Server Architecture:** an arrangement of computers and computer systems that all share an infrastructure in which their capabilities and devices are combined.

**Completed Call:** a call that has undergone total treatment by a CSR.

**Computer Simulation:** used to predict a future occurrence, usually quantitatively, using multiple variables. Designed to test solution outcomes based on possible or probable events.

**Customer-centric:** a business strategy that is concentrated on the customer's needs and satisfaction.

**Customer Relationship Management (CRM):** the strategy of identifying customer needs, improving customer interactions and customising contacts, sales approaches and automation to provide optimum service to each type of customer to maximise the bottom line benefits to the organisation. It is a broad term that takes into



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account people, processes and technology related to the acquisition and retention of customers, and the maximisation of the value of each customer relationship.

**Customer Satisfaction:** the degree to which a customer feels their expectations have been fulfilled by a company's products and services.

**Customer Service:** working on behalf of and for the satisfaction of a customer.

**Customer Service Representative (CSR):** one who handles customer calls and contacts. He or she answers any inquiries, dissatisfaction or support calls. Also known as CSR or agent in a contact center.

**Dashboard:** a display of data indicating an overview of key performance indicators. A collection of statistics measuring performance aggregated for viewing to identify insights.

**Data Directed Call Routing:** the process whereby an automatic call distributor (ACD) can route a call based on data provided by a caller and matched with information that resides in a separate data system. For example, when a caller inputs an account number on the keypad of their phone, the number is sent to a data system, where it is matched to existing data. Once identified and validated, the call is distributed to a CSR group specifically skilled to handle that account or call type.

**Database:** a software application that allows for the storing and compilation of data collected over time.

**Delay Time:** refers to the time callers are waiting for a CSR to connect and answer. During this time the caller may be listening to delay announcements. This measurement does not include the time they spend interacting with an automated attendant.

**Desktop Applications:** Software that facilitates tasks necessary for an enterprise to function. some desktop applications may include applications to check inventory, order history, billing history, shipment tracking, as well as e-mail, chat, word processing and database programs.

**E-commerce:** also known as electronic commerce. Trade carried out via an electronic network, mainly the Internet.

**Email:** messages distributed by electronic means from one computer user to one or more recipients.

**Federal Communications Commission (FCC):** this government organisation regulates interstate communications.

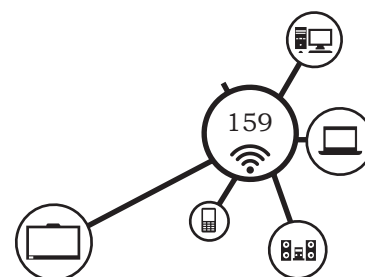
**Handle:** a handle, or a nickname, is a public username on the internet. Twitter is one of the popular social media sites that uses handles. To mention another Twitter user in a post, use the @symbol followed by their handle, or username.

**Handled Call:** when a CSR receives and handles a call.

**Handle Time:** the time a CSR spends taking a call, doing after-call work, handling any necessary and extraneous details, and the time it takes for the technology to process the work.

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### GLOSSARY





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**Help Desk:** a call centre typically set up to handle calls in support of a product or service. Used most often to describe the customer support operation of computer software or hardware suppliers.

**Idle Time:** time that is not spent on a call or doing after-call work. Expressed as a percentage of logged in time.

**Inbound:** incoming calls, e-mails, chats, social media or SMS inquiries that are initiated by customers and prospects.

**Inbound Sales:** sales opportunities that are initiated by incoming calls, e-mails, chats, social media or SMS inquiries from customers and prospects.

**Incoming Call Center Management:** the recruiting and selection of an agreed number of experienced CSRs along with the support of ample technological resources to handle a forecasted workload qualitatively.

**Information Technology (IT):** involves computer systems and applications, especially their augmentation, establishment and implementation.

**Interactive Voice Response (IVR):** an automated retrieval and processing device that provides information to callers via telephone keypad signaling and/or voice recognition. The response may be a recorded, artificial or synthesised voice. Common applications include bank by phone, check on my order and store locator.

**Interflow:** calls that are manually or automatically rerouted from the contact center to a different site. This usually occurs when an automatic call distribution (ACD) group cannot handle every call coming in due to an excessive amount of calls. See overflow and intraflow.

**Outbound:** contacts made by CSR to reach customers and prospects. Includes calls, e-mails and chats. The opposite of inbound.

**Outsourced Call Center:** outsourced call center refers to the business strategy of partnering with an external company to manage customer contacts. The outsourced call center may reside internally, externally or virtually depending on the needs of the parent company. The benefits of outsourcing include delegating the costly and time-consuming efforts dedicated to hiring, training, quality assurance and staffing, while creating the opportunity to focus your time on customer service strategy, insights and the performance of your business.

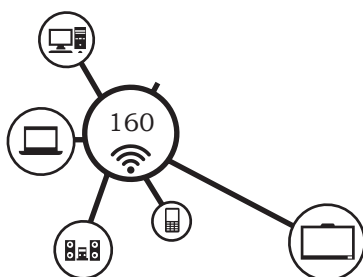
**Outsourcing:** contracting with an outside company to handle some or all of an organisation's contacts with customers and prospects.

**Procurement:** the act of acquiring or buying goods or services from an external source, often by a bidding process.

**Queue:** sequencing process where a call, e-mail, chat, social media or SMS inquiry is held until a CSR is available to accept the interaction.

**Received Calls:** calls that are received and taken by a trunk, which can either be answered by a CSR or abandoned.

**Recorded Announcement:** a preplanned announcement that a caller will hear, usually while waiting in queue. The message may provide



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general information about products or services, indicate heavy call volume, provide estimated wait time, or request callback during off-peak hours. Recordings can also be used before a call connects to a CSR previewing what may be discussed and what information the caller may need to have ready once connected.

**Response Time:** the time it takes to respond to a request for service. Response time can refer to contacts that do not have to be handled immediately, such as email, and can be expressed as follows: 99 percent of contacts handled within X minutes or hours.

**Schedule:** the specified time an employee is required to clock in, or be on duty, to handle contacts. The assigned days and hours an employee works.

**Script:** a written document used to assist a CSR in presenting information about products and services, responding to FAQs and resolving customer care issues when communicating with a customer or prospect. Scripting assists the CSR speak in a language that reflects the brand, ensures a logical progression through the call and helps them focus on the reason for the call. May also be used with e-mail, chat or social media.

**Service Level:** conveyed as the speed of answer, service level accounts for the percentage of calls to be answered within a specified number of seconds. Often reflected as a percentage.

**Service Level Agreement:** an interdependent agreement entered into by two or more organisations.

**Service Quality:** how well a call, e-mail, chat, social media or SMS inquiry is handled by a CSR. Consistency, amiability, greeting and the ability to conclude a call are all factors of service quality.

**Short Message Service (SMS):** an electronic communication transmitted and received by cellular phone.

**Supervisor:** the person that typically has first-line responsibility for the management of a group of CSR. Responsibilities may include monitoring, measuring performance, coaching, assisting with difficult or escalated calls, training and scheduling tasks.

**Talk Time:** the time between when a Brand Specialist answers a call and when they disconnect.

**Tech Support (Technical Support/Help Desk):** assisting the customer in resolving a range of technological issues, such as troubleshooting technology and or maintenance of software systems in an effort to resume continuity and maximise technical performance.

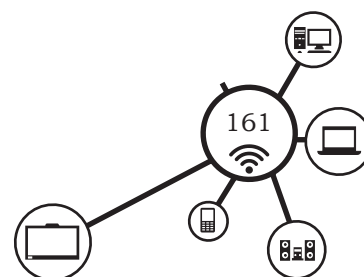
**Teleconferencing:** the ability to conduct a conference or business meeting with two or more people who are not near each other. A telecommunications system that includes a phone conference line or video keeps a business in contact with physically unreachable contacts.

**Telemarketing:** a technique using outbound telephone calls to market products, sales or promotions.

**Text:** an electronic communication transmitted and received by cellular phone.

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**Ticketing System:** a system to record or document interactions with customers. A ticket is created for each caller to include all the information concerning the transaction. The ticket can be created and resolved, or escalated. The same ticket number remains with the same incident to allow for easy access to information for subsequent discussions or actions. Tickets are maintained in a case management or CRM system.

**Toll Free:** when a caller completes a long-distance call without being charged a fee.

**Training delivery:** the method by which training is conducted for contact center agents, or CSRs. For instance, training delivery can be instructor-led classroom training or interactive online training.

**Trunk:** in the case of a call center, a trunk is a single conveyance channel between a caller and the receiver of the call.

**Turnover:** when employees leave the company. The turnover rate is the percentage of employees that leave the company on an annualised basis.

**Up-selling:** in an effort to generate more revenue, CSR will offer more service opportunities or supplementary/complementary products.

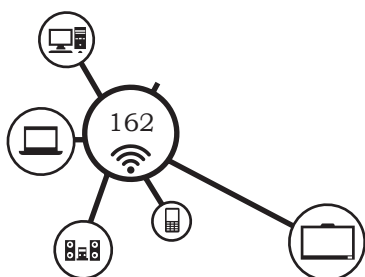
**Username:** an alternate identifier used uniquely for a computer system or social networking site.

**Videoconferencing:** telecommunications technologies that provide two-way video and audio communications and allow communication between two or more locations.

**Virtual Call Centre:** enables network and CSR to be in separate locations, but facilitates functioning as if these are all in the same location.

**Workflow Management:** the way in which a task is performed. Tasks are analysed and broken down in an effort to compartmentalise discrete steps and ascertain what the next steps should be.

**Workload:** the combination of time on a call and the work done after a call. It can include the combination of ring time, delay time and conversation time. It may be applied to either CSR requirements or infrastructure planning requirements.





## LIST OF CREDITS

The following images have been provided by **Vikas Kumar Kogey, Graphics Designer (Contractual)** and **Abhinav Kumar Dwivedi, Consultant, Media and Entertainment (Contractual)**, PSSCIVE, Bhopal, Madhya Pradesh.

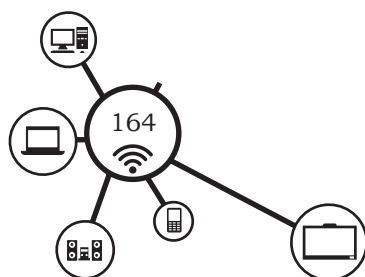
Fig. no.	Caption
1.4	Information Technology Services
1.6	Outsourcing Job Sectors
1.7	KPO
1.14	Business Process Outsourcing
1.29	Voice Process
3.22	Internal and External customer
4.3	Quick Create windows
4.4	Shortlist Options
4.5	Message Board
4.6	Custom Views
4.7	Call Information
4.8	Search Call List Window Call List
4.9	Team view
4.10	Export Data Window
4.11	Targets Window
4.12	Setting New Target
4.13	Calendar for User
4.14	Shows Calendar for Different Users
4.15	Shows Calendar for Different Users
4.16	Create/ Edit a New Company
4.17	Create/ Edit a New Contact
4.18	Create/ Edit Deal
4.19	Create a Task
4.20	Case Information
4.21	Case Information
4.22	Email Template
4.23	DOCS Menu
4.24	Create New Document
4.25	Save Feedback Form
4.26	After Save Feedback Form
4.27	Report
4.28	Setup Option
4.29	Import Option

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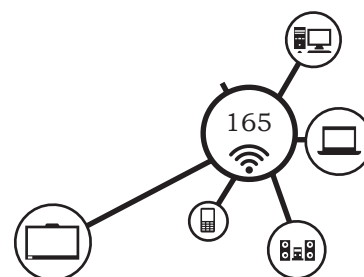


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3.9	<a href="https://www.youtube.com/watch?v=kgGQNAc6x6w">https://www.youtube.com/watch?v=kgGQNAc6x6w</a>
3.10	<a href="https://www.cisco.com/c/en/us/support/docs/voice/ip-telephony-voice-over-ip-voip/211306-In-Depth-Explanation-of-Cisco-IOS-and-IO.html">https://www.cisco.com/c/en/us/support/docs/voice/ip-telephony-voice-over-ip-voip/211306-In-Depth-Explanation-of-Cisco-IOS-and-IO.html</a>
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3.18	<a href="https://www.niceincontact.com/blog/14-critical-call-center-metrics/">https://www.niceincontact.com/blog/14-critical-call-center-metrics/</a>
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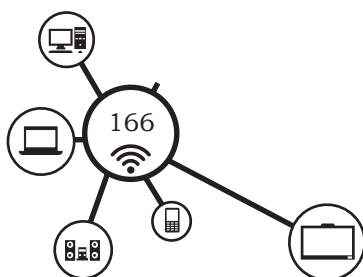
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6.3	<a href="https://www.dreamstime.com/illustration/hazard-symbols.html">https://www.dreamstime.com/illustration/hazard-symbols.html</a>



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